



WKMG

Print Date: 10/19/12

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Contract / Revision

262574

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 641

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | WKMG | 10/30/12 | 11/02/12 | 3-4p Doctors The Doctors | CM | 3-4p | -TWTF-- | :30 | 4 | \$350.00 | P-2 | 0.00 NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | | 4 | \$350.00 | | 0.00 | | |
| E 5 | WKMG | 11/02/12 | 11/02/12 | Fri Prime 10p Blue Bloods | CM | 10-11p | ----1-- | :30 | 1 | \$9,000.00 | P-2 | 0.00 NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | | 1 | \$9,000.00 | | 0.00 | | |
| E 6 | WKMG | 11/04/12 | 11/04/12 | Sun Prime 8-9p Amazing Race | CM | 8-9p | -----1 | :30 | 1 | \$8,000.00 | P-2 | 0.00 NM | 1 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | | 1 | \$8,000.00 | | 0.00 | | |
| E 7 | WKMG | 10/31/12 | 11/02/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | --WTF-- | :30 | 3 | \$700.00 | P-2 | 0.00 NM | 3 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$700.00 | | 0.00 | | |
| E 8 | WKMG | 11/05/12 | 11/05/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | 1----- | :30 | 1 | \$700.00 | P-2 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | | 1 | \$700.00 | | 0.00 | | |
| E 9 | WKMG | 11/03/12 | 11/03/12 | 5-7a Sat News Sat 5-7a News | CM | 5-7a | -----3- | :30 | 3 | \$200.00 | P-2 | 0.00 NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----3- | | | | | 3 | \$200.00 | | 0.00 | | |
| E 10 | WKMG | 11/03/12 | 11/03/12 | 7-9a CBS This Morn Sat 7-9a Sat Early Show | CM | 7-9a | -----2- | :30 | 2 | \$350.00 | P-2 | 0.00 NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----2- | | | | | 2 | \$350.00 | | 0.00 | | |
| E 11 | WKMG | 11/03/12 | 11/03/12 | Sat 1135p-1205a Inside Edition Wknd | CM | 1135p-1205a | -----1- | :30 | 1 | \$450.00 | P-2 | 0.00 NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | | 1 | \$450.00 | | 0.00 | | |
| E 12 | WKMG | 11/03/12 | 11/03/12 | Sat 1205-105a Extra Wknd | CM | 1205-105a | -----1- | :30 | 1 | \$350.00 | P-2 | 0.00 NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | | 1 | \$350.00 | | 0.00 | | |
| E 13 | WKMG | 11/04/12 | 11/04/12 | 6-830a Sun News 6-830a Sun News | CM | 6a-830a | -----2 | :30 | 2 | \$200.00 | P-2 | 0.00 NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----2 | | | | | 2 | \$200.00 | | 0.00 | | |
| E 14 | WKMG | 11/04/12 | 11/04/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----1 | :30 | 1 | \$1,800.00 | P-2 | 0.00 NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | | 1 | \$1,800.00 | | 0.00 | | |
| E 15 | WKMG | 11/03/12 | 11/03/12 | Lcl 6 Sports Access Local 6 Sports Access | CM | 7-8p | -----1- | :30 | 1 | \$1,500.00 | P-2 | 0.00 NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | | 1 | \$1,500.00 | | 0.00 | | |
| E 16 | WKMG | 10/30/12 | 11/02/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | -TWTF-- | :30 | 1 | \$800.00 | P-2 | 0.00 NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |



WKMG

Print Date: 10/19/12

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Contract / Revision **262574** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/F/D** Product **NELSON FOR SENATE**

Estimate # **641**

| | | | | | | | | | | | | | | Totals | | |
|-------|------|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|--------|----------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| E 16 | WKMG | 10/30/12 | 11/02/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | -TWTF-- | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | 1 | | | \$800.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | | Totals | 28 | \$31,300.00 |



WKMG

Print Date: 10/19/12

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Contract / Revision 262573 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D Product NELSON FOR SENATE

Estimate # 640

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---|-------|------------------------------|-------------------|-----|-------------|-------------|---------------|----------|--------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | WKMG | 10/29/12 | 10/29/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | 1----- | :30 | 1 | \$800.00 | P-2 | 0.00 NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | 1 | | \$800.00 | | 0.00 | | | |
| E 5 | WKMG | 10/23/12 | 10/26/12 | 2-3p The Talk The Talk | CM | 2-3p | -TWTF-- | :30 | 4 | \$600.00 | P-2 | 0.00 NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -TWTF-- | | | 4 | | \$600.00 | | 0.00 | | | |
| E 6 | WKMG | 10/29/12 | 10/29/12 | 2-3p The Talk The Talk | CM | 2-3p | 1----- | :30 | 1 | \$600.00 | P-2 | 0.00 NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | 1 | | \$600.00 | | 0.00 | | | |
| E 7 | WKMG | 10/23/12 | 10/26/12 | 3-4p Doctors The Doctors | CM | 3-4p | -TWTF-- | :30 | 4 | \$350.00 | P-2 | 0.00 NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -TWTF-- | | | 4 | | \$350.00 | | 0.00 | | | |
| E 8 | WKMG | 10/29/12 | 10/29/12 | 3-4p Doctors The Doctors | CM | 3-4p | 1----- | :30 | 1 | \$350.00 | P-2 | 0.00 NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | 1 | | \$350.00 | | 0.00 | | | |
| E 9 | WKMG | 10/23/12 | 10/23/12 | Tue Prime 8p NCIS | CM | 8-9p | -1----- | :30 | 1 | \$12,000.00 | P-2 | 0.00 NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1----- | | | 1 | | \$12,000.00 | | 0.00 | | | |
| E 10 | WKMG | 10/23/12 | 10/25/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | -T-T--- | :30 | 2 | \$700.00 | P-2 | 0.00 NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T--- | | | 2 | | \$700.00 | | 0.00 | | | |
| E 11 | WKMG | 10/27/12 | 10/27/12 | 7-9a CBS This Morn Sat 7-9a Sat Early Show | CM | 7-9a | -----1- | :30 | 1 | \$350.00 | P-2 | 0.00 NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | 1 | | \$350.00 | | 0.00 | | | |
| E 12 | WKMG | 10/27/12 | 10/27/12 | NCAA Football 3p Game NCAA 3pm Game | CM | various (3:30 PM-7:00 PM) | -----1- | :30 | 1 | \$10,000.00 | P-2 | 0.00 NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | 1 | | \$10,000.00 | | 0.00 | | | |
| E 13 | WKMG | 10/28/12 | 10/28/12 | 6-830a Sun News 6-830a Sun News | CM | 6a-830a | -----1 | :30 | 1 | \$200.00 | P-2 | 0.00 NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | 1 | | \$200.00 | | 0.00 | | | |
| E 14 | WKMG | 10/28/12 | 10/28/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----1 | :30 | 1 | \$1,800.00 | P-2 | 0.00 NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | 1 | | \$1,800.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 27 \$35,500.00 |



WKMG

ORDER

Print Date 10/19/12

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Flight Dates 10/19/12-10/22/12

Contract / Revision 262556 /

Original Date / Revision 10/18/12 10/18/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Product NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 639

Alt Order # 06384825

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie | 100% | | |

Order Share 100% Market Value 21850

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| WESH | % | 0 |
| WFTV | % | 0 |
| WKCF | % | 0 |
| WOFL | % | 0 |
| WOPX | % | 0 |
| WRBW | % | 0 |
| WRDQ | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 14 | \$18,572.50 | \$21,850.00 | 0.00 | 10/01/12 | 10/22/12 | 14 | \$18,572.50 | \$21,850.00 |
| Totals | 14 | \$18,572.50 | \$21,850.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|-----------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | WKMG | 10/19/12 | 10/19/12 | M-F David Letterman | CM | 1136p-1238a | ----1-- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | | | David Letterman | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | ----1-- | | 1 | | | | \$700.00 | | 0.00 | | | |
| E 2 | WKMG | 10/20/12 | 10/20/12 | 7-9a CBS This Morn Sa | CM | 7-9a | -----1- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | | | 7-9a Sat Early Show | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1- | | 1 | | | | \$350.00 | | 0.00 | | | |
| E 3 | WKMG | 10/20/12 | 10/20/12 | NCAA Football 3p Game | CM | various | -----1- | :30 | 1 | \$7,000.00 | P-2 | 0.00 | NM | 1 | \$7,000.00 |
| | | | | NCAA 3pm Game | | (3:30 PM-7:00 PM) | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1- | | 1 | | | | \$7,000.00 | | 0.00 | | | |
| E 4 | WKMG | 10/21/12 | 10/21/12 | 6-830a Sun News | CM | 6a-830a | -----1 | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| | | | | 6-830a Sun News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |



WKMG

Print Date: 10/19/12

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Contract / Revision

262556

Flight Dates 10/19/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 639

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | WKMG | 10/21/12 | 10/21/12 | 6-830a Sun News 6-830a Sun News | CM | 6a-830a | -----1 | :30 | 1 | \$200.00 | P-2 | 0.00 NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | 1 | | | \$200.00 | | 0.00 | | |
| E 5 | WKMG | 10/21/12 | 10/21/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----1 | :30 | 1 | \$1,400.00 | P-2 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | 1 | | | \$1,400.00 | | 0.00 | | |
| E 8 | WKMG | 10/21/12 | 10/21/12 | Sun Prime 10-11p The Mentalist | CM | 10-11p | -----1 | :30 | 1 | \$9,000.00 | P-2 | 0.00 NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | 1 | | | \$9,000.00 | | 0.00 | | |
| E 7 | WKMG | 10/19/12 | 10/19/12 | CBS This Morning The Early Show | CM | 7-9a | ----1-- | :30 | 1 | \$450.00 | P-2 | 0.00 NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | ----1-- | | | 1 | | | \$450.00 | | 0.00 | | |
| E 8 | WKMG | 10/22/12 | 10/22/12 | CBS This Morning The Early Show | CM | 7-9a | 1----- | :30 | 1 | \$450.00 | P-2 | 0.00 NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | 1 | | | \$450.00 | | 0.00 | | |
| E 9 | WKMG | 10/19/12 | 10/19/12 | 3-4p Doctors The Doctors | CM | 3-4p | ----1-- | :30 | 1 | \$350.00 | P-2 | 0.00 NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | ----1-- | | | 1 | | | \$350.00 | | 0.00 | | |
| E 10 | WKMG | 10/22/12 | 10/22/12 | 3-4p Doctors The Doctors | CM | 3-4p | 1----- | :30 | 1 | \$350.00 | P-2 | 0.00 NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | 1 | | | \$350.00 | | 0.00 | | |
| E 11 | WKMG | 10/19/12 | 10/19/12 | 2-3p The Talk The Talk | CM | 2-3p | ----1-- | :30 | 1 | \$600.00 | P-2 | 0.00 NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | ----1-- | | | 1 | | | \$600.00 | | 0.00 | | |
| E 12 | WKMG | 10/22/12 | 10/22/12 | 2-3p The Talk The Talk | CM | 2-3p | 1----- | :30 | 1 | \$600.00 | P-2 | 0.00 NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | 1 | | | \$600.00 | | 0.00 | | |
| E 13 | WKMG | 10/20/12 | 10/20/12 | 5-7a Sat News Sat 5-7a News | CM | 5-7a | -----2- | :30 | 2 | \$200.00 | P-2 | 0.00 NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | -----2- | | | 2 | | | \$200.00 | | 0.00 | | |
| | | | | | | | | | | | | | Totals | 14 \$21,850.00 |